

# Palácio Estoril Hotel

Driving profitability with machine learning

## About Palácio Estoril Hotel

Palácio Estoril Hotel is a renowned icon of luxury and heritage in Estoril, Portugal. Just minutes from Lisbon and the Atlantic, this historic five-star hotel blends classic elegance with modern comfort. Since 1930, it has hosted royalty, celebrities, and dignitaries, becoming a symbol of sophisticated Portuguese hospitality.

With 161 exquisitely decorated rooms, the celebrated Banyan Tree Spa, and the Estoril Wellness Center, Palácio Estoril Hotel offers an array of luxurious amenities.

Each stay is a personalized experience, steeped in history and complemented by modern touches, ensuring guests enjoy an unforgettable journey from the moment they book their stay on the website.





## The Partnership with THN

Since 2018, Palácio Estoril Hotel has been working with The Hotels Network (THN) to enhance its direct revenue strategy.

This iconic hotel has consistently focused on **maximizing direct bookings and optimizing ADR**, all while avoiding additional investments in online marketing.

Leveraging THN's innovative solutions, Palácio Estoril Hotel aimed to drive profitable new bookings, ensuring these incremental sales complemented revenue generated from high-intent visitors.

Another key objective was to **reduce promotional costs** by targeting discounts exclusively to price-sensitive travelers, while keeping rates undiscounted for guests willing to pay full price.

By adopting a **personalized, data-driven approach** using THN's [Predictive Personalization](#), the hotel successfully achieved these goals. Let's explore the strategies behind their success...



## How does Predictive Personalization work?

The concept of leveraging technology to optimize the user experience and increase hotel revenue simultaneously is what we call **Predictive Personalization**. This unique product follows a two-step process comprised of a predictive algorithm and website campaigns managed by THN's experts.

1. First, an **algorithm using machine learning** assigns a value score to each user in real time, based on their likelihood of completing a reservation and other behaviors.
2. It then **personalizes the user experience** by automatically delivering the most suitable offers and content depending on the value score.

With Predictive Personalization, hotels can easily adapt their commercial strategy on the fly, creating **value-targeted campaigns** and increasing direct bookings while reducing promotional costs.

1



2

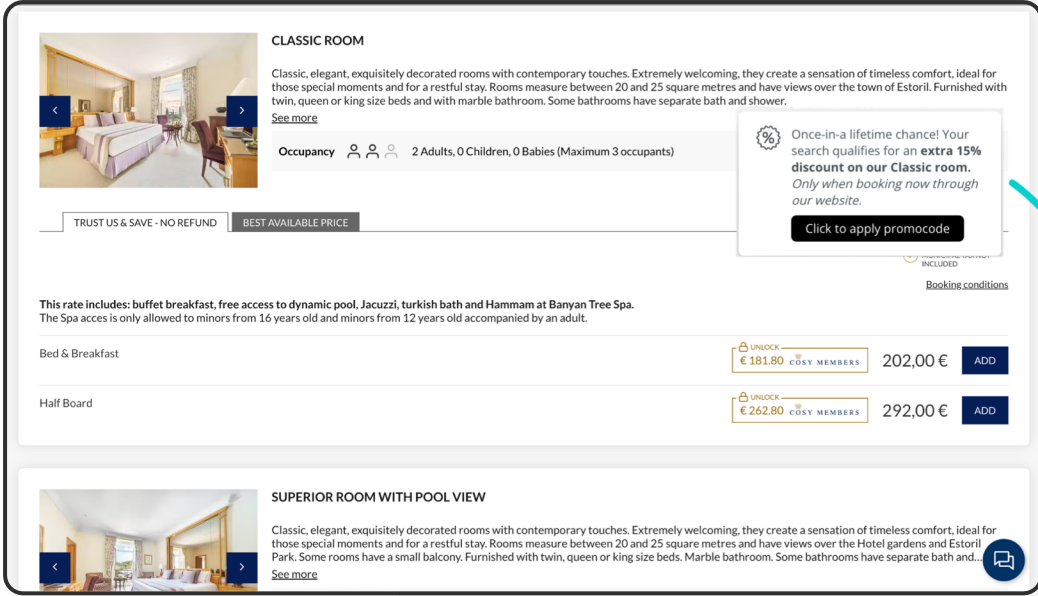




## Converting low-intent visitors with targeted offers

The hotel implemented a targeted incentive strategy focused on visitors with a low likelihood of booking. By offering tailored discounts exclusively to these select users, they aimed to drive incremental bookings from guests who might have otherwise abandoned the site—without impacting revenue from high-intent visitors already likely to convert.

Targeting only low-intent visitors with an exclusive 15% discount generated additional bookings without drawing sales away from high-intent guests browsing the website, thus reducing promotional expenses.



**CLASSIC ROOM**

Classic, elegant, exquisitely decorated rooms with contemporary touches. Extremely welcoming, they create a sensation of timeless comfort, ideal for those special moments and for a restful stay. Rooms measure between 20 and 25 square metres and have views over the town of Estoril. Furnished with twin, queen or king size beds and with marble bathroom. Some bathrooms have separate bath and shower.

[See more](#)

Occupancy  2 Adults, 0 Children, 0 Babies (Maximum 3 occupants)

TRUST US & SAVE - NO REFUND BEST AVAILABLE PRICE

**Once-in-a lifetime chance! Your search qualifies for an **extra 15% discount on our Classic room.** Only when booking now through our website.**

[Click to apply promocode](#)

INCLUDED

Booking conditions

This rate includes: buffet breakfast, free access to dynamic pool, Jacuzzi, turkish bath and Hammam at Banyan Tree Spa. The Spa access is only allowed to minors from 16 years old and minors from 12 years old accompanied by an adult.

|                 |                                                           |          |                     |
|-----------------|-----------------------------------------------------------|----------|---------------------|
| Bed & Breakfast | <small>UNLOCK</small> €181.80 <small>COSY MEMBERS</small> | 202,00 € | <a href="#">ADD</a> |
| Half Board      | <small>UNLOCK</small> €262.80 <small>COSY MEMBERS</small> | 292,00 € | <a href="#">ADD</a> |

**SUPERIOR ROOM WITH POOL VIEW**

Classic, elegant, exquisitely decorated rooms with contemporary touches. Extremely welcoming, they create a sensation of timeless comfort, ideal for those special moments and for a restful stay. Rooms measure between 20 and 25 square metres and have views over the Hotel gardens and Estoril Park. Some rooms have a small balcony. Furnished with twin, queen or king size beds. Marble bathroom. Some bathrooms have separate bath and...

[See more](#)



Once-in-a lifetime chance! Your search qualifies for an **extra 15% discount on our Classic room.** Only when booking now through our website.

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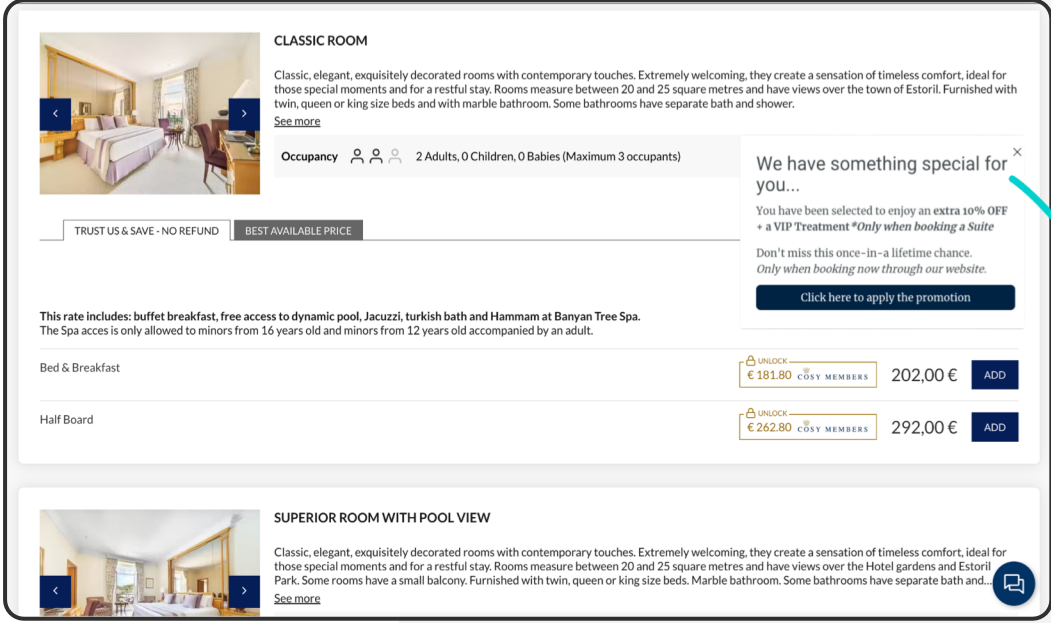


## Boosting ADR by targeting high-intent guests

Palácio Estoril Hotel launched a targeted campaign aimed at visitors with a high likelihood of booking to increase ADR through Suites and VIP Spa Treatments.

Using personalized messaging, the hotel promoted the value of booking a Suite by highlighting VIP Spa Treatments as an exclusive direct booking perk.

By addressing these specific interests, the hotel successfully drove upsells to high-intent visitors, increasing revenue without the need for broader discounts or promotions. This focused approach led to a significant boost in ADR from their top-tier offerings.



The screenshot shows a hotel booking page for a 'CLASSIC ROOM'. It includes a room image, a description, occupancy details (2 Adults, 0 Children, 0 Babies), and a price table. A personalized promotion overlay is visible on the right side of the page, offering a 10% discount and a VIP treatment for booking a Suite. A red arrow points from the overlay to the 'We have something special for you...' text.

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[See more](#)

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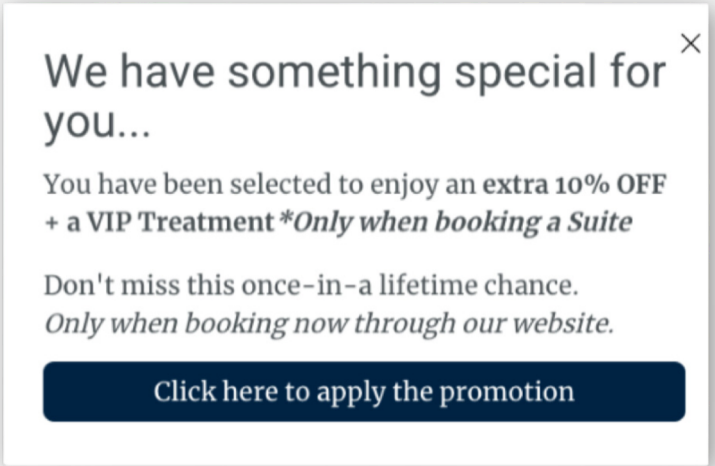
[See more](#)

**We have something special for you...**

You have been selected to enjoy an extra 10% OFF + a VIP Treatment \*Only when booking a Suite

Don't miss this once-in-a lifetime chance. Only when booking now through our website.

[Click here to apply the promotion](#)



This is a close-up of the personalized promotion overlay shown in the screenshot. It features a dark blue header with a close button, followed by the text 'We have something special for you...'. The main message states: 'You have been selected to enjoy an extra 10% OFF + a VIP Treatment \*Only when booking a Suite'. Below this, it says: 'Don't miss this once-in-a lifetime chance. Only when booking now through our website.' At the bottom is a dark blue button with the text 'Click here to apply the promotion'.

**We have something special for you...**

You have been selected to enjoy an extra 10% OFF + a VIP Treatment \*Only when booking a Suite

Don't miss this once-in-a lifetime chance. Only when booking now through our website.

[Click here to apply the promotion](#)



## The Results

After running the campaign for a year, the results showed that by using THN's Predictive Personalization's machine learning algorithms, Palácio Estoril Hotel achieved a **higher booking engine conversion rate than nearby competitors**. The hotel also saw more direct bookings through its website than its local compset.

Overall, Predictive Personalization drove **increased bookings and revenue**, all while **reducing promotional costs**.

**13.7%**

Additional influenced bookings (post-click) completed with the campaign promocode.

**8%**

Additional revenue from bookings completed with the campaign promocode.



# About The Hotels Network

The Hotels Network is an innovative technology company working with over 20,000 hotels around the globe. Boasting an international team of specialists with deep expertise in hospitality, product design, and consumer marketing, the company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary, and a suite of personalization options, THN's Direct AI Suite is deeply integrated in their platform, from predictive analytics to generative AI. Predictive Personalization uses machine learning to predict user behavior and automatically tailor messaging and offers for each user. BenchDirect's benchmarking tool provides unmatched competitive data for the direct channel. Recent innovations include KITT, an AI-powered receptionist, and Loyalty Lite, a seamless guest login tool for personalized booking experiences.

[Contact us](#) today to find out more.

THN is proud to have been recognized for the company's product innovations, rapid growth, and unique workplace culture for the third year in a row, most recently named the [Best Direct Booking Tool for 2025](#) in the prestigious HotelTechAwards.







[www.thehotelsnetwork.com](http://www.thehotelsnetwork.com)

## **Growth for your direct channel**

Headquarters in Barcelona with a team around the world

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